



# Endometriosis Friendly Employer

## Endometriosis Friendly Employer scheme: internal and external communications toolkit

**Please share this document with colleagues responsible for communications activity  
at your organisation.**

*This document was last  
updated in January 2026.*

**ENDOMETRIOSIS<sup>UK</sup>**

## Executive summary

Thank you for your commitment to being an Endometriosis Friendly Employer. This toolkit is designed for both new employers, and those who are renewing or have been part of the scheme for some time.

Communication about your commitment helps the scheme get internal traction, as well as combatting stigma around menstrual health and endometriosis.

Here are **five key points**:

1. We like to announce all new joiners, but won't do so without first checking with you. Please **let us know your plans for external announcements**.
2. You should avoid using language like 'accredited' or 'recognised'. It's important to avoid giving the impression that Endometriosis UK has accredited you as an Endometriosis Friendly Employer – **use 'pledge' or 'commitment' instead**.
3. If you haven't already, **put Endometriosis Action Month in your calendar** – this important and exciting campaign runs in March every year.
4. You can **use the EFE scheme logos** – please note that you cannot use the main Endometriosis UK logo without permission.
5. We are keen to support as many EFEs as possible with their comms – please email [samburnejames@endometriosis-uk.org](mailto:samburnejames@endometriosis-uk.org) with **ideas, requests and suggestions**.

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## A quick introduction

You may already know about the Endometriosis Friendly Employer (EFE) scheme, Endometriosis UK, and the disease itself... or perhaps you have been sent this toolkit by a colleague who knows a lot more of the detail, and you need a quick briefing. If so, here are the key things you need to know.

- Endometriosis affects 1 in 10 women and those assigned female at birth from puberty to menopause, although the impact may be felt for life. Symptoms vary from person to person; some may have minimal symptoms, for others they may be severe. [Visit our website for more on the disease.](#)
- The EFE scheme is a way for employers to confirm their commitment to developing a work environment and culture that enables employees with endometriosis to thrive at work. Current EFEs include large global brands, NHS trusts, local authorities, charities, SMEs, and more. [Find out more about the scheme here.](#)
- Communication is a key part of being an EFE. As an EFE, you have pledged to tackle the taboo of talking about menstrual health issues, and to raise awareness of endometriosis itself and the support available both from your organisation and Endometriosis UK.

## Key comms information

Endometriosis UK's comms lead for the Endometriosis Friendly Employer is Sam Burne James – he can be contacted on [samburnejames@endometriosis-uk.org](mailto:samburnejames@endometriosis-uk.org) or 07848 380 394.

If Sam is unavailable, you can email [communications@endometriosis-uk.org](mailto:communications@endometriosis-uk.org), or the EFE scheme manager Julie ([julieburns@endometriosis-uk.org](mailto:julieburns@endometriosis-uk.org)).

Endometriosis UK has a combined audience of more than 150,000 across its comms channels:

- Website: <https://www.endometriosis-uk.org/>
- Several regular emails sent to volunteers, supporters and other groups
- Instagram: <https://www.instagram.com/endometriosis.uk/> (72k followers)
- Facebook: <https://www.facebook.com/endometriosis.uk.org/> (66k followers)
- LinkedIn: <https://www.linkedin.com/company/endometriosis-uk/> (10k followers)
- TikTok: <https://www.tiktok.com/@endometriosis.uk> (6k followers)
- Bluesky – we have [claimed an account on Bluesky](#) but are yet to activate it.
- We have [an account](#) on X (formerly Twitter) but no longer use it.

**‘Pledge’ or ‘commitment’ (not ‘accreditation’ or similar):** The Endometriosis Friendly Employer scheme is designed to make it easy for employers to pledge/commit to support those with endometriosis. It is essentially a self-certifying scheme, and as such we ask that employers do not imply that they ‘have been accredited’ or ‘named as an Endometriosis Friendly Employer’ by us.

**Inclusive language:** we are committed to supporting all those impacted by endometriosis and as such use inclusive language, meaning we refer to ‘women and those assigned female at birth’.

**‘Disease’ or ‘condition’:** We sometimes get asked about whether to refer to endometriosis as a ‘disease’ or a ‘condition’. Some feel that ‘condition’ sounds too benign or underplays the impact of endometriosis, so we tend to use ‘disease’ on first reference, but may mix it up thereafter.

## Our definition of endometriosis

It's really important to Endometriosis UK that we're sharing accurate information about endometriosis. Like with many health issues, everyone with endometriosis has different experiences, and there are various myths and misconceptions about it.

The below definition of endometriosis, which has been approved by our Medical Advisory Panel, should be used in full where possible.

*Endometriosis occurs when cells similar to the ones in the lining of the womb (uterus) are found elsewhere in the body. These cells can grow and change in response to hormones in the menstrual cycle, this can cause inflammation, pain and scar tissue. Endometriosis is most commonly found on the lining of the pelvis (peritoneum) and may occur in the ovaries and involve other pelvic organs, like the bowel or bladder. Less commonly, endometriosis can also be found outside the pelvis, such as in the chest.*

## Symptoms of endometriosis

Endometriosis symptoms vary from person to person, some may have severe and debilitating symptoms, others may have no symptoms at all. Symptoms are not always related to the location, amount or the type of endometriosis. It's also important to know that endometriosis symptoms can also be symptoms of other health conditions.

Common symptoms include: pelvic pain; painful periods that interfere with everyday life; heavy menstrual bleeding; pain during or after sex; painful bowel movements/when having a poo; pain when urinating/peeing; fatigue, with one or more of the above symptoms. Many with endometriosis also experience significant bloating around the time of a period. However, bloating can also be common for those without endometriosis and bloating that does not go away can be a symptom of other health conditions. Having endometriosis can significantly impact mental health and wellbeing.

## New joiners' announcement and social posts

Some EFEs like to announce externally as soon as they become an EFE. Others prefer to wait until they have implemented some element of the scheme internally, such as appointing your Endometriosis Champions. We will also mention new EFEs on a website and LinkedIn roundup [like this](#).

*If you're a new joiner and you haven't already heard from our comms team, please contact [samburnejames@endometriosis-uk.org](mailto:samburnejames@endometriosis-uk.org)*

## Template press release

**[Organisation name]** commits to becoming Endometriosis Friendly Employer



[Organisation name] is the latest organisation pledging to support colleagues impacted by endometriosis, by joining the Endometriosis Friendly Employer scheme.

Through the scheme, which is run by charity [Endometriosis UK](#), [Organisation name] will improve its support for those affected by this common disease, as well as breaking down taboos and stigmas around menstrual health.

Endometriosis impacts the physical and mental health of 1 in 10 women and those assigned female at birth from puberty to menopause, although the impact may be felt for life.

Symptoms include chronic pelvic pain, painful periods, painful bowel movements and pain when urinating. Despite being so common, it [takes an average of eight years and 10 months](#) to get diagnosed in the UK,<sup>1</sup> for reasons including lack of understanding of the disease.

As part of the scheme, [Organisation name] will appoint Endometriosis Champions, who will receive training from Endometriosis UK, to enable them to provide support and information to its workforce.

**Emma Cox, CEO of Endometriosis UK said:** “I’m delighted to welcome [Organisation name] to the diverse range of organisations tackling taboos around menstrual health and endometriosis through the Endometriosis Friendly Employer scheme.

“By showing its team that they are valued and can expect support and reasonable adjustments to help those with endometriosis and menstrual conditions to succeed at work, they will be increasing engagement across the whole of their workforce, ultimately making the organisation more successful.”

### **Quotes from Champions, if you have appointed already**

**Organisation spokesperson tbc said:** “We’re delighted to join the Endometriosis Friendly Employer scheme to ensure we can start to better understand and support those in the workplace with endometriosis, as well as break down taboos about menstrual health. We look forward to working with Endometriosis UK, and hope that we’ll inspire others [in this sector/industry/region/city] to join the scheme as well.”

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<sup>1</sup> Our diagnosis report has a separate figure for each of the four nations of the UK – do use those if appropriate.

Endometriosis UK is the leading charity championing the rights and needs of the more than 1.5m in the UK with endometriosis.

As well as providing support services, reliable information and a community for those affected by endometriosis, Endometriosis UK works to ensure that everyone with endometriosis gets prompt diagnosis and the best treatment and support, to end chronic menstrual related pain being brushed off as normal, and to raise awareness of endometriosis with the wider public.

Endometriosis occurs when cells similar to the ones in the lining of the womb (uterus) are found elsewhere in the body. These cells can grow and change in response to hormones in the menstrual cycle, this can cause inflammation, pain and scar tissue. Endometriosis is most commonly found on the lining of the pelvis (peritoneum) and may occur in the ovaries and involve other pelvic organs, like the bowel or bladder. Less commonly, endometriosis can also be found outside the pelvis, such as in the chest.

**Find more information on the Endometriosis Friendly Employer scheme at:**

<https://www.endometriosis-uk.org/endometriosis-friendly-employer-scheme>

## ENDS

### Social media templates

Short form:

- Today we're proud to have become an Endometriosis Friendly Employer with @EndometriosisUK. We are committed to supporting our employees with #endometriosis and ensuring they reach their full potential.
- We are proud to sign up to become an Endometriosis Friendly Employer and join @EndometriosisUK in supporting those affected by this disease. It's not always an easy conversation, but it's an important one to have. More here (link to site)
- We are delighted to become an Endometriosis Friendly Employer with @EndometriosisUK. Together, we are breaking down taboos and supporting our workforce". More here (link to site)
- Endometriosis affects 1 in 10 women and those assigned female at birth and we're proud to become an Endometriosis Friendly Employer with @EndometriosisUK to support our workforce and show we're taking female health seriously". More here (link to site)

Longer format

- We're proud to have signed up to become an Endometriosis Friendly Employer with Endometriosis UK – the UK's leading charity supporting people affected by endometriosis. Here's a note from our CEO/HRD on why we signed up: "Endometriosis affects 1 in 10 women and those assigned female at birth, the majority of whom are of working age. As an employer, we are committed to supporting our workforce and helping employees reach their full potential. That's why we're proud to have signed up to become an Endometriosis Friendly Employer". If you would like further information on what endometriosis is or how to seek support, visit: <https://www.endometriosis-uk.org>
- Another version of the CEO/HRD quote: "We're delighted to join the Endometriosis Friendly Employer scheme to ensure we can start to better understand and support those in the workplace with endometriosis, as well as break down taboos about menstrual health. We look forward to working with Endometriosis UK, and hope that we'll inspire other employers in [this sector, this local area etc] to join the scheme as well."

## Sample internal comms item

### **We're now an Endometriosis Friendly Employer**

We're delighted to announce that **ORGANISATION NAME** is now an [Endometriosis Friendly Employer](#), led by **[is there a specific group/team/senior sponsor steering this?]**.

We signed up to help drive positive change in the workplace for the 1 in 10 women and those assigned female at birth with endometriosis. With endometriosis being a common condition but one often ignored or misunderstood, it is vital that we take endometriosis seriously as a chronic illness.

### **What is the Endometriosis Friendly Employer Scheme?**

The scheme, led by Endometriosis UK, provides guidance on how to support employees with endometriosis and menstrual health conditions, with employers committing to providing those with the condition the necessary support to thrive at work.

It builds on our continual commitment to advocate for staff with disabilities through agile working and reasonable adjustments, and **[any other relevant info]**.

[You can read more about the scheme here.](#)

### **What is Endometriosis?**



Endometriosis occurs when cells similar to the ones in the lining of the womb (uterus) are found elsewhere in the body. These cells can grow and change in response to hormones in the menstrual cycle, this can cause inflammation, pain and scar tissue. Endometriosis is most commonly found on the lining of the pelvis (peritoneum) and may occur in the ovaries and involve other pelvic organs, like the bowel or bladder. Less commonly, endometriosis can also be found outside the pelvis, such as in the chest.

Endometriosis symptoms can vary in intensity: some with the disease may not experience symptoms at all, for others it can be debilitating, and everything in between. Common symptoms include:

- Pelvic pain
- Painful periods that interfere with everyday life
- Heavy menstrual bleeding
- Pain during or after sex
- Painful bowel movements/when having a poo
- Pain when urinating/peeing
- Difficulty getting pregnant – although up to 70% of those with endometriosis will be able to get pregnant naturally
- Fatigue, with one or more of the above symptoms

[You can read more about endometriosis here.](#)

### **We need your help**

We're now looking for Endometriosis Champions as part of this scheme. This role aims to provide employees with a visible member of staff within the organisation to whom they can turn for guidance and information in relation to endometriosis.

Our Endometriosis Champions will:

- [below are examples, you may give different duties to your champions]
- Develop an understanding of endometriosis and how this may affect employees
- Be a point of contact for employees experiencing issues at work because of endometriosis
- Know where to signpost colleagues for further information and support
- Be aware of internal HR policies and procedures that could benefit employees with endometriosis.

And, where appropriate:

- [again, these are examples, you may give different duties to your champions]
- Be a point of contact for managers who may have people with endometriosis in their team
- Organise endometriosis awareness events with [for example Women's Network and Neurodiversity & Disability Network], such as 'lunch and learn' events.

Endometriosis Champions do not need to be experts in endometriosis and don't need to have endometriosis themselves; a willingness to learn about the condition and ability to talk openly about endometriosis, menstrual wellbeing and associated issues are central to the role.

If you'd like to put yourself forward as an Endometriosis Champion, please get in touch with TBC by DATE TBC.

## Posters, and board for photo opportunities

Please see [this link](#) for two posters you might find useful, about the symptoms of endometriosis and the support options provided by Endometriosis UK (outside of the Endometriosis Friendly Employer scheme).

That link also includes a design for a board that you might find useful to hold up in a photo opportunity, e.g. to announce your commitment, or during Endometriosis Action Month.

## Finding and using case studies

Case studies are a really effective way of demonstrating the difficulties endometriosis causes, and the often very simple ways that EFEs can help lessen or navigate those issues.

This could mean a [case study on the Endometriosis UK website](#); a [social media post featuring that person](#); or [taking their story to journalists](#) - and of course we'll share these if you keep us posted. You may also want to profile them in your internal comms.

Case studies could be your Endometriosis Champions, or other willing colleagues – they could also be accompanied by quotes from HR colleagues, or descriptions of how the EFE scheme has been implemented internally.

Of course, sharing a story publicly may not be right for everyone. Endometriosis UK never puts pressure on those with endometriosis to share their story publicly, but we know that many with the disease find it empowering and enjoyable. Anonymous, no-picture, or first-name-only case studies can be a good option if it makes your team feel more comfortable.

*Got a good case study? Let us know.*

## Renewal comms

A year after pledging to be an Endometriosis Friendly Employer, your organisation will submit a one-year review. This could be a good time for internal and external comms around the anniversary of joining, potentially including some of the progress outlined in your review.

Following the initial, one-year review, these take place every other year.

Endometriosis UK's comms team looks at reviews for information which may be useful for our comms activity, but we wouldn't publish anything without the relevant employer's permission.

## Thought leadership

Do you have ideas for thought leadership content from your HR leaders, CEO, or others? We have good connections with a range of media who might like to hear pitches – and we'd also be happy to share this content on social media.

Recent examples of Endometriosis UK thought leadership on employment matters include:

- [\*Wimbledon's tweaked dress code is a lesson for HR leaders\*](#) – a piece in HR Magazine on dress codes and menstrual health.
- [\*Menstrual health impacts your workforce. Don't be scared of it\*](#) - an item in Benefits Expert about the importance of openness and believing your employees.
- [\*A report based on a survey of 120 HR professionals\*](#), which was covered in various HR media.

## Endometriosis Action Month (March)

Every year during March, we celebrate Endometriosis Action Month. This is always a lively and positive time during which Endometriosis UK and our supporters make a lot of noise, so do put this into your comms planners.

We will be in touch ahead of the month to let you know about its theme and any resources we will provide. If you organise any internal awareness events, bake sales or other activities during Action Month, don't forget to get pictures and tag us on social media.

If you've got any creative ideas for comms activities that could work well during the month – lighting up your premises in yellow, creating a special version of a product or whatever else – do let us know, we'd love to team up.

## Other calendar dates

In addition to Endometriosis Action Month, other important times of the year are:

- 8 March: International Women's Day
- 12-18 May: Mental Health Awareness Week (important given that endometriosis may have a negative impact on mental health)
- First week of June: Volunteers' Week (relevant if your Endometriosis Champions are volunteers)
- 10 October: World Mental Health Day
- 18 October: World Menopause Day (note that some endometriosis treatments put the body into early menopause)

## Logo and brand guidelines

You may use the Endometriosis Friendly Employer scheme logos (available [here](#)). The logos should not be edited in any way. If resizing, take care not to change the proportions. It should always be placed on a plain background, to ensure it is clearly legible.

*Any use of the main Endometriosis UK charity logo is prohibited unless prior permission is obtained in writing from [communications@endometriosis-uk.org](mailto:communications@endometriosis-uk.org)*

The colours in the EFE logo are:

- **Yellow** #ffd97d / (255,217,125)
- **Pink** #d7515c / (215,81,92)

The main Endometriosis UK brand colours are:

- **Yellow** #fff056 / (255,240,86) - Yellow is the internationally recognised colour of endometriosis and is the main brand colour of Endometriosis UK.
- **Red** #a10600 / (161, 6, 0)